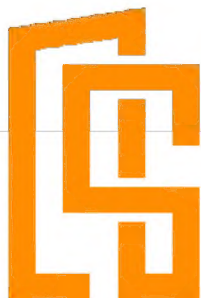




**SAFFARINI**  
GROUP



**SINAMCO**  
SMART CONSTRUCTION

Who  
We Are?



Raffles Hotel - Dubai

**SINAMCO** combines deep local expertise with the global strength of Harman International Group — a recognized leader in integrated construction and fit-out solutions across Asia and the Middle East. With over 1,500 professionals and fully integrated production facilities, Harman brings decades of experience from landmark projects including resorts, airports, towers, and institutional buildings. This strategic partnership enables SINAMCO to deliver fast, high-quality, and scalable solutions in Oman — blending international standards with strong local commitment.





The power Behind  
**SINAMCO**



**Harman Manufacture Co., Ltd.** is a leading Chinese manufacturer of luxury hotel, villa, apartment, and yacht furniture. Founded in 1997, Harman operates a 110,000 m<sup>2</sup> facility in Gaoming District, Foshan, and maintains two showrooms in Lecong, the heart of China's furniture trade. With over 20 years of experience, Harman has earned a strong reputation in the high-end custom furniture industry — try.



Excellence, Together with  
**HARMAN**



Thanks to Harman's extensive manufacturing expertise and large-scale production capabilities, SINAMCO delivers unmatched quality and efficiency in every project. This collaboration ensures access to premium materials, precise craftsmanship, and timely execution — strengthening SINAMCO's position as a trusted partner in the Gulf's construction and fit-out market.



# We don't compete .... We complete



In an increasingly complex market — where competition is fierce and customers are more demanding than ever — many rules have changed.

Today, it's the customer who decides: what we produce, how we do it, how much we can earn, and even what design choices we should make. **They are the true protagonists.**

In this context, doing things well is no longer enough — we need to surprise. And to do that, we need much more: strategic alliances, a shared vision, and true collaboration. That's why we don't compete. We complete each other — to deliver integrated, intelligent, and inspiring solutions.



Mr Sallam Saffarini  
Chairman



## From Vision to Reality

We Invest in People to Elevate Communities

At Saffarini Group, we believe that turning vision into reality begins with investing in the most essential element: people.

We focus on developing talents and empowering them to carry our mission with strong values and high standards — ensuring outstanding service for our clients and contributing to building more advanced and prosperous communities.

Dr Naser Ghazal Saffarini  
General Manager





## OUR VISION

To lead a new generation of smart construction in Oman and beyond — where global experience meets local commitment, and every project becomes a symbol of efficiency, trust, and timeless design.



## OUR MISSION

SINAMCO delivers smart, integrated construction solutions by combining global expertise with local commitment, ensuring fast, safe, and high-quality project execution that creates lasting value.





# SAFFARINI

Group

## ATELIER3S

Art & Design



Interior and exterior design  
Smart building integration  
Design supervision and art direction  
Signage, and environmental graphics  
Design consultancy for renovations



## SINAMCO

SMART CONSTRUCTION



Villas and Private Construction  
Commercial Construction  
Steel Construction  
Renovation and remodeling  
Turnkey Projects



HOTEL & OFFICE FURNITURE



Hotel Furniture  
Villas Furniture  
Office Furniture  
Building Furniture  
Outdoor Furniture



## Your Trusted Strategic Partner



خدمات السباكة

خدمات التكييف والتهوية (HVAC)

تنسيق الحدائق

مكافحة الآفات



حلول الأتمتة

حلول تكنولوجيا المعلومات

حلول الأمن

حلول الطاقة



تحليل السوق

استراتيجيات التسويق

خطة التسويق

بناء الهوية البصرية

إعادة بناء العلامة التجارية



Smart Building means smart in everything: in the materials we choose, in the precision of our planning to reduce waste, and in the full integration of automation — for an efficient, connected, and intelligent experience.



# ATELIER3S

Art & Design

Not just designs  
but reflections of  
your identity



With threads of art and expertise, we transform vision into a reality  
that reflects you.



**SINAMCO**  
SMART CONSTRUCTION



**From Concept to Completion**  
Under **ONE** Umbrella





**Built**  
on Trust



We execute residential and commercial construction projects with high quality and efficiency, through smart and integrated solutions that ensure on-time delivery while meeting the highest sustainability standards.



# Steel Construction



Whether in steel or concrete, we build based on what your project needs — with quality, precision, and durability.





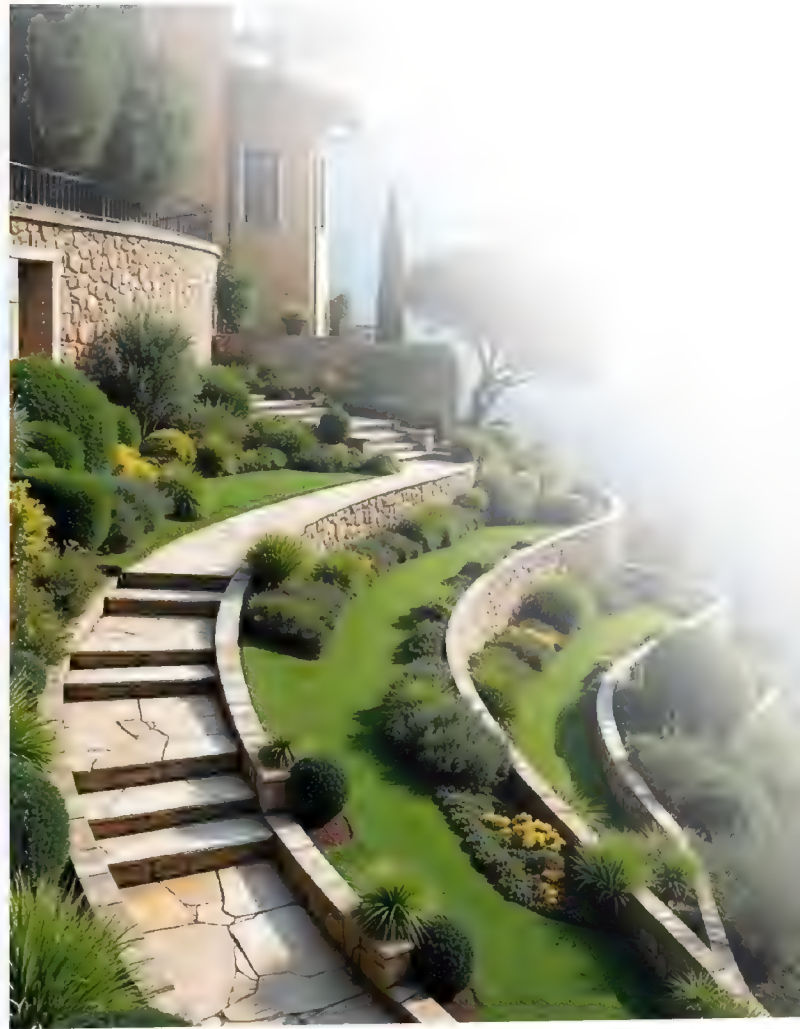
Concrete construction ensures reliable strength and durability, creating structures built to stand the test of time.



We transform every land into a refuge of harmony, where silence inspires,  
beauty welcomes... and the soul rediscovers its poet and sage within.



Every Garden  
Holds beauty



We shape the soul of the land with signature design, smart construction, and refined landscaping — creating spaces where beauty and serenity come together.



We use advanced insulation materials that strengthen the structure, prevent moisture, and boost energy efficiency—ensuring durable, comfortable buildings that stand out from the competition.





Smarter  
at the Core



Smart from the start — our buildings are automated, energy-efficient, and intelligently designed to lead the future of living and working.



Our pools combine advanced engineering and precision design with high-quality materials and smart systems to ensure durability, efficient water management, and lasting performance.



Italian design and craftsmanship come together to create bedrooms that blend timeless elegance with superior quality, offering a luxurious and comfortable sanctuary.





With over 20 years of experience furnishing hotels, villas, offices, and private residences, Alseddah stands for timeless Italian style, refined materials, and flawless finishing.






Office furniture crafted with exceptional quality and innovative design, creating functional, ergonomic, and inspiring workspaces that enhance productivity and comfort.







- 🏢 Preventive Maintenance Contract for HVAC Systems
- 🏢 Comprehensive Facilities Management Contract
- 🏢 Civil Works and Renovation Services
- 🏢 Swimming pools Maintenance & supplier





-  Design and Engineering Consultancy
-  HVAC Systems – Heating, Ventilation & Air Conditioning
-  Electrical Installations and Lighting Systems
-  Plumbing and Fire Protection Systems.



-  Painting Works: Interior and Exterior
-  Preventive and Corrective Maintenance Services
-  Comprehensive Facilities Management Contract
-  Civil Works and Renovation Works



# Kyriad HOTEL

Salalah

Our  
Projects



  
**CROWNE PLAZA**<sup>®</sup>  
HOTELS & RESORTS

**Marriott.**  
HOTELS & RESORTS

شالال  
**SHAZA**  
HOTELS

*Tulip Inn*  
HOTEL  
MAJAN

# Alila

Salalah Resort

Mechanical, Electrical & Plumbing

Our  
Clients

MÖVENPICK  
HOTELS & RESORTS

KAIRABA  
HOTELS & RESORTS

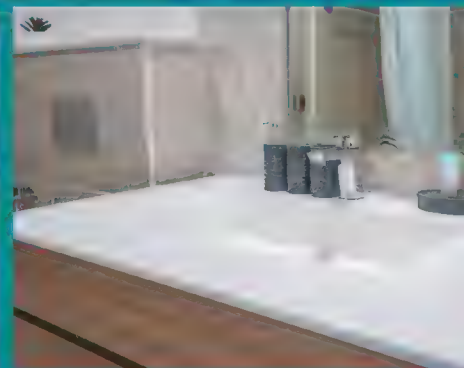
SEVEN STARS  
HOTELS & RESORTS



# Hotel Andalus

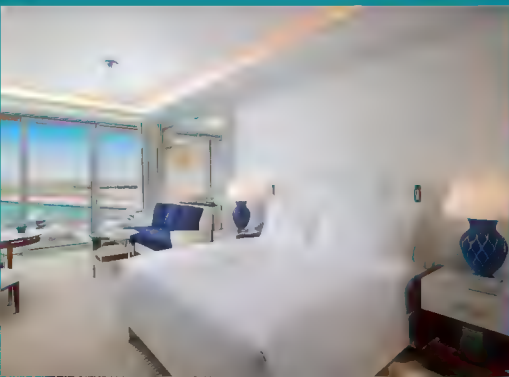
## Dubai

**Our  
Clients**



# Hotel Waldorf Astoria Lusail

**Our  
Clients**

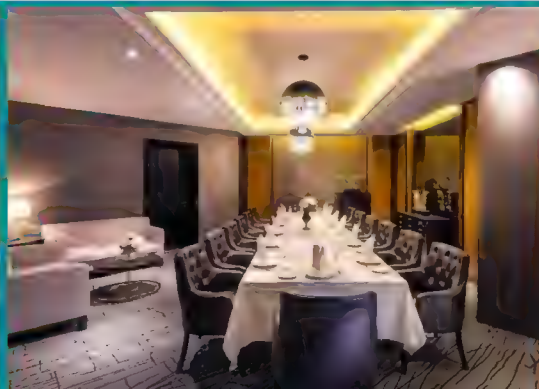
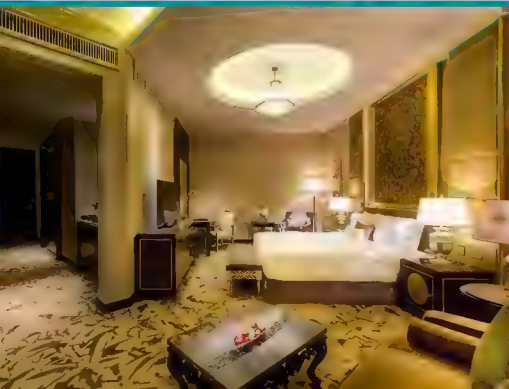




# Hotel Ezdan

## Doha

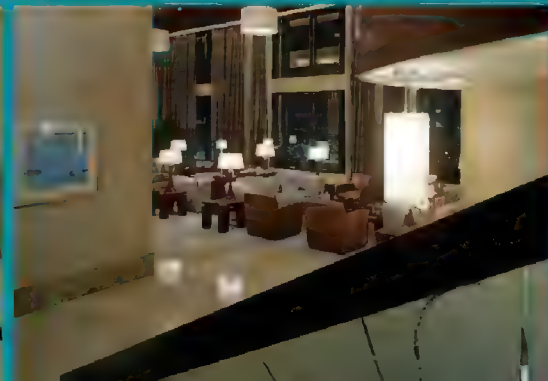
Our  
Clients



# InterContinental Hotel

## Abu Dhabi

Our  
Clients

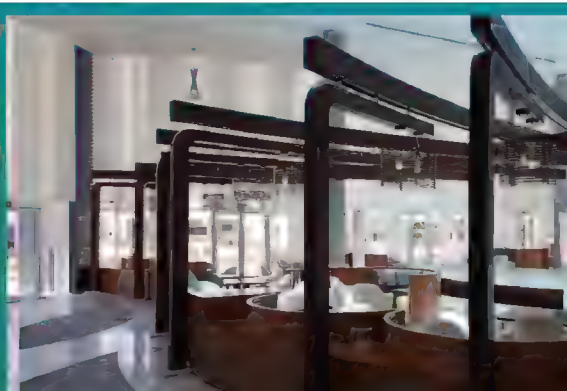
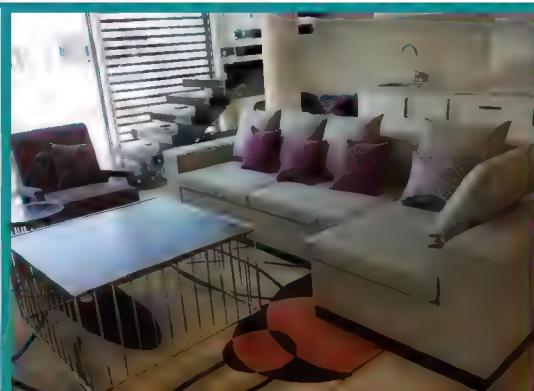




# Al Osaimi Resort

## Al Jumairah

Our  
Clients

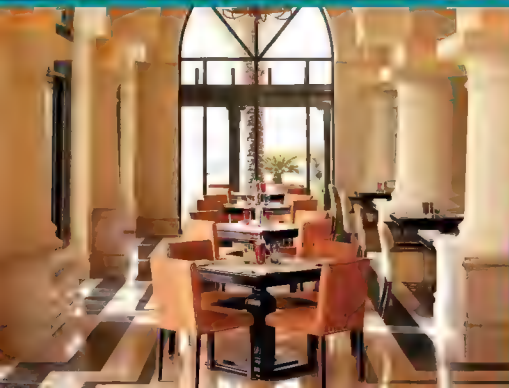




# La Hotel Shangri

## Abu Dhabi

Our  
Clients



# Raffles Hotel

## Dubai

Our  
Clients

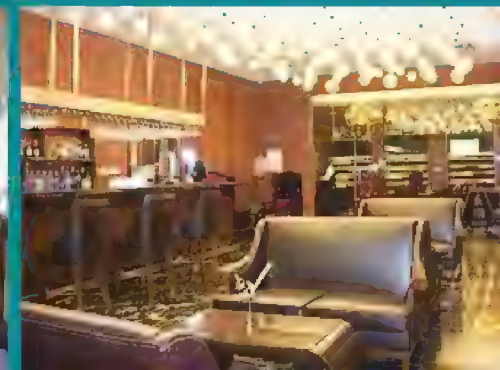
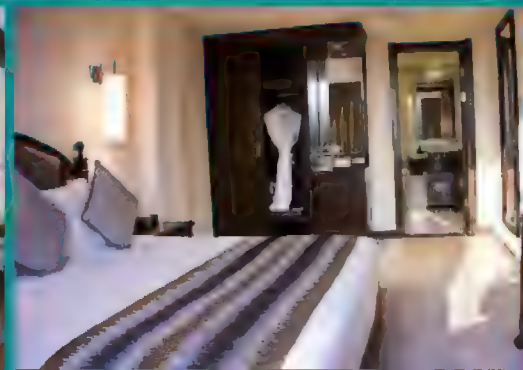




# Tang Palace Hotel

## Ghana

**Our  
Clients**





# Waldorf Hotel

## Palm Jumeirah

Our  
Clients

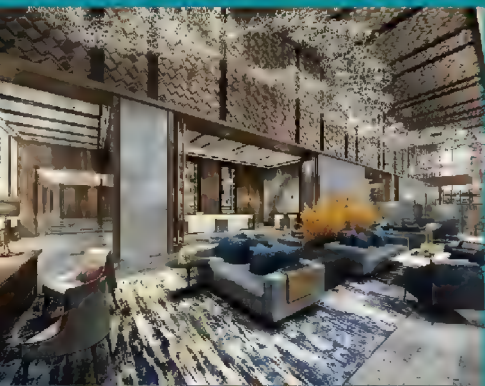




# Mesm Tokyo

## Autograph Collection

**Our  
Clients**








الطيران العماني  
**OMAN AIR**

Furniture & Civil Works

**Our  
Clients**



-  Painting Works: Interior and Exterior
-  Civil Works and Renovation Works
-  Office Furniture renovation





**Our  
Clients**





شركة ظفار لتوليد الكهرباء  
Dhofar Generating Company

Our  
Clients



ميناء صلالة  
Port of Salalah



Raysut Cement  
Company





ريسوت للأسمنت  
Raysut Cement

The **Trust** We Proudly Earned

شركة ريسوت للأسمنت ( ش.م.ع.ع )

**Raysut Cement Company** ( S.A.O.O. )



License No.  
18A.0008

30.12.2014

To whomsoever it may Concern

This is to certify that M/s. Al-Seddah Company for Decoration and Office Furniture has carried out the Furniture, Glass and Gypsum partitions and decoration works project for our new offices located at Al-Sahwa Building. The work has been achieved as per the required and agreed specifications. Their work has been accomplished with required quality.

This certificate has been given on the request of Al-Seddah Company for Furniture without any responsibility on the part of RCC.

Best Regards

**Abdullah Hussain Saif**



# The **Trust** We Proudly Earned

To:

Mr. Firas Nassar  
Al Seddah Co.



Ref: M55/01/2015/MI.

Date: 05/01/2015

## A note of Appreciation

Dear Mr. Firas,

This is to draw a line of appreciation for your company's professional accomplishment of our First and Business class lounge refurbishment at current Salalah Airport in the year 2013.

The work was well done and highly met our requirements. We wish you all the very best with your future projects.

Regards



Yaqoob Aloufi  
Manager Stations Support  
Oman Air

# The **Trust** We Proudly Earned

## Letter of Recommendation for Al Seddah Decor


To Whom It May Concern:

This letter is written with the highest recommendation for Al Seddah Décor. Crowne Plaza Resort Salalah is one of the many clients who have worked with Al Seddah Decor on a number of projects including our 16 Villas renovation and 01 meeting room upgrade. They provide quality work at a fair price, well organized and consistently delivers on schedule quality services and products. They are also willing to work with us to establish priorities, scheduling and best practices for difficulties encountered along the way.

Since my earliest involvement with the Manager, Mr. Firas Saffarini, I have found their company to be outstanding in many ways. Their representation to all clients has always been fair, courteous and above all, professional in every respect.

For anyone looking for interior design and contracting services, bringing Al Seddah Decor onto the team is one of the smartest moves any organization could make to ensure a successful project completion.

Sincerely,

  
Manuel Levonian  
General Manager



December 30, 2014



# The **Trust** We Proudly Earned



شركة صلاح للخرسانة الجاهزة ش.م.م  
SALALAH READY MIX CO. LLC



December 28, 2013

To whom this may concern:

This letter is written to state that AL SEDOAH DECOR has worked with us in our company.

They have rendered services in design concepts and actual execution and supply of works. From the initial ideas to the final output, in accordance to our requirements and needs.

I am further adding in this recommendation that we were very satisfied with their work and their prices.

I am personally recommending AL SEDOAH DECOR.

Sincerely,

GENERAL MANAGER

WALEED ZRIKAT

SALALAH READY MIX CO

TEL: 23212754, 23214766

FAX: 23212755, 23210503



# The Trust We Proudly Earned

## صندوق الحماية الاجتماعية



SAFARINI  
GROUP



# The Trust We Proudly Earned

## غرفة التجارة والصناعة

### شكر وتقدير



الفاضل / سفاريني للتجارة ش.م.م. (السدة للديكور) المحترم

يسرنا أن نتوجه لكم بالشكر والتقدير على ما قدمتموه من رعاية

لغرفة التجارة و الصناعة بمحافظة ظفار

مع أطيب التمنيات لكم بالتوفيق والنجاح

عبدالله بن سالم محاد الرواس  
رئيس غرفة التجارة و الصناعة  
بمحافظة ظفار

Chamber of Commerce and Industry

التاريخ : 27 أكتوبر 2013

# The Trust We Proudly Earned

Sultanate of Oman  
Ministry of Manpower  
Directorate General of Manpower  
Governorate of Dhofar



سلطنة عُمان  
وزارة القوى العاملة  
المديرية العامة للقوى العاملة  
محافظة ظفار

التاريخ ٢٠١٥/١١/٢٠م

## لن يهمه الأمر

تود المديرية العامة للقوى العاملة بمحافظة ظفار الإفادة بأن شركة السدة للديكور والمسجلة تحت اسم سفاريني للتجارة بأنها قد قامت بتنفيذ أعمال القواطع الزجاجية مع الستائر وأعمال الديكور والأصباغ وأعمال صيانة الرخام والتلميع لمكاتب المديرية هي مكتب المدير العام ، قاعة الاجتماعات قاعة انتظار المراجعين ، مكتب المدير العام المساعد ، مكتب مدير دائرة الشؤون الإدارية والمالية ، مكتب مدير دائرة التشغيل وتراخيص العمل كما نفيدكم بأنها قامت بالأعمال بشكل احترافي لتمييزها بالكادر الهندسي بدقة التفاصيل وكادر القوى العاملة الوافدة الذي يتميز أيضا بجودة العمل وانه تم انهاء كافة الأعمال حسب الاتفاق والوقت المحدد وفق أوامر التشغيل الصادرة من الوزارة مقارنة بالسعر وعلى هذا اصدرنا لهم هذه الشهادة شكر من المديرية العامة للقوى العاملة بمحافظة ظفار على الجهود والتعاون معنا بهذه الأعمال السابق ذكرها .

خالد بن حمد بن حمود الرواحي

المدير العام



**Your Strategic  
Partner**



OMAN - MUSCAT - SALALAH



ITALY - FLORENCE



CHINA- GUANGZHOU



+968-72202223



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INFO@SAFFARINI.GROUP



**SAFFARINI**  
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